

FRIDAY, JULY 12, 2002

*AN IN-DEPTH LOOK AT:*

## ENERGY STAR

### THE ENERGY STAR PROGRAM DEFINED

In April, based on a recommendation from USTA's Environmental and Safety Policy Committee, USTA's Board adopted a policy encouraging USTA members to join Energy Star. Energy Star is a voluntary program developed by the Environmental Protection Agency (EPA) to promote energy efficiency in America. This partnership between government, business, and others works to protect the environment for future generations by encouraging and supporting the change to more energy efficient practices. The Energy Star partnership is designed to help the private sector link up with the latest energy management tools and resources. Participating companies can: lower their operating costs, improve their profit margins, and increase their earnings per share; integrate energy management strategies into corporate real estate practices, including standards for future leases and evaluating real estate purchases; reduce exposure to energy price fluctuations and supply volatility; improve bargaining position for energy purchase agreements and evaluation of energy contracts; increase employee comfort by reducing building temperature fluctuations; and involve employees in energy consumption reduction and corporate responsibility.

### TOOLS AND RESOURCES AVAILABLE TO IMPLEMENT THE PROGRAM

Energy Star tools and resources, and training on their use, are available to partners to improve building energy performance and lower operating costs, making the telecom industry more competitive and profitable. One tool Energy Star provides is Portfolio Manager, which benchmarks a building's energy performance. For telecommunications carriers, Energy Star is creating a tool that will rate the energy performance of central office facilities to see how they compare to others nationwide on a scale of 1-to-100. According to the EPA, rating a building's energy performance is the first step in determining which buildings may represent the best opportunity for improving their energy performance. These opportunities can range from low-cost and no-cost building management strategies to capital intensive investments in building systems. Since energy is the single largest expense in office buildings, accounting for approximately one-third of total recurring expenditures, reducing the use and expense means larger profits. Energy Star also helps companies reduce energy consumption using off-the-shelf technologies and best-in-class management practices. Alltel, BellSouth, and Verizon are among the USTA members that already have become Energy Star telecom partners, managing their energy use as another sound business practice.

### ENERGY STAR PROGRAM HIGHLIGHTED IN NATIONAL ENERGY POLICY

In addition to saving money for business, Energy Star is highlighted in the President's National Energy Policy. The President's policy emphasizes the need to modernize energy conservation programs, accelerate the improvement and protection of the environment, and increase our energy security and is especially important to the telecom industry, as the generation of electricity is the number one cause of commercial pollution and a greater contributor to carbon dioxide emissions than motor vehicles. "EPA is proud to recognize the U.S. Telecom Association for its leadership in forwarding the goals of Energy Star," said Stuart Brodsky, Energy Star program manager for commercial property markets. "We look forward to working with the USTA to demonstrate that strategic energy management helps the environment while furthering its members business objectives."

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